

What Travel Trends Might Tell Us About the Future

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WU

ADDICTED TO CONNECTIVITY

Presentation by Luc Durand

November 2014

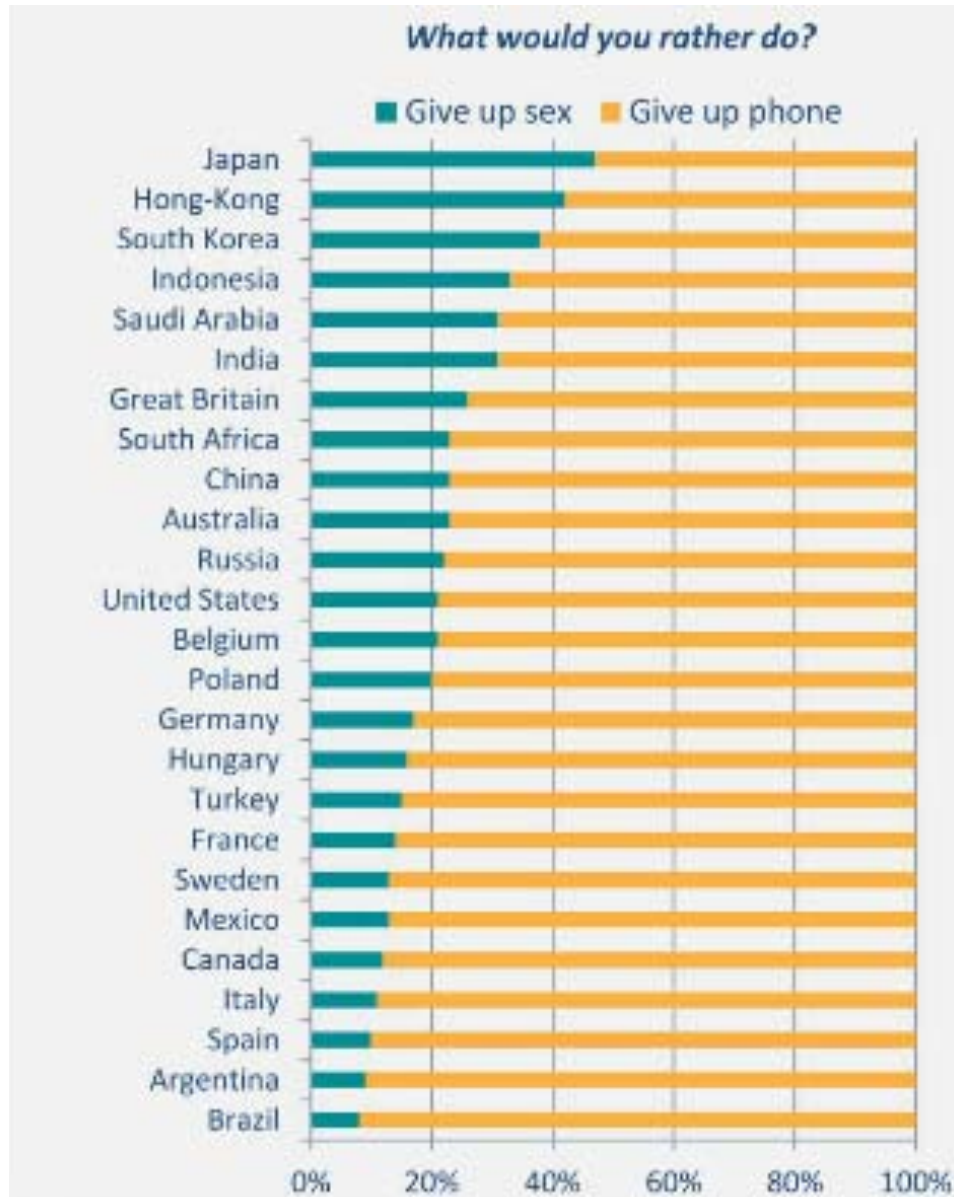
the first step



is admitting you have a problem

quickmeme.com

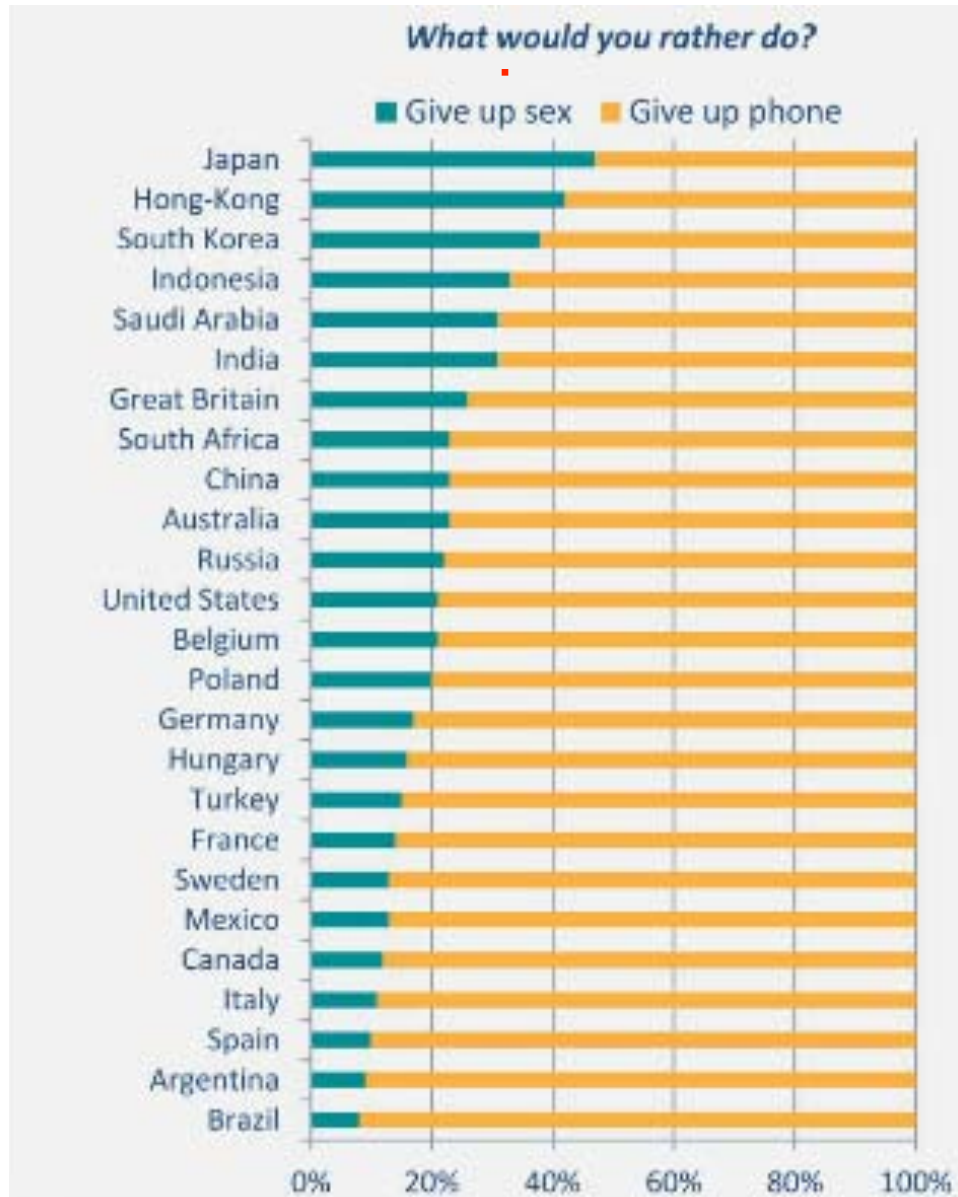
Give up sex or your smart phone ?



22% (and 30% females) would give up sex before they would give up their phones.

This varies by region, with Latin Americans less likely to give up sex (10%) and people from APAC countries more likely to (31%).

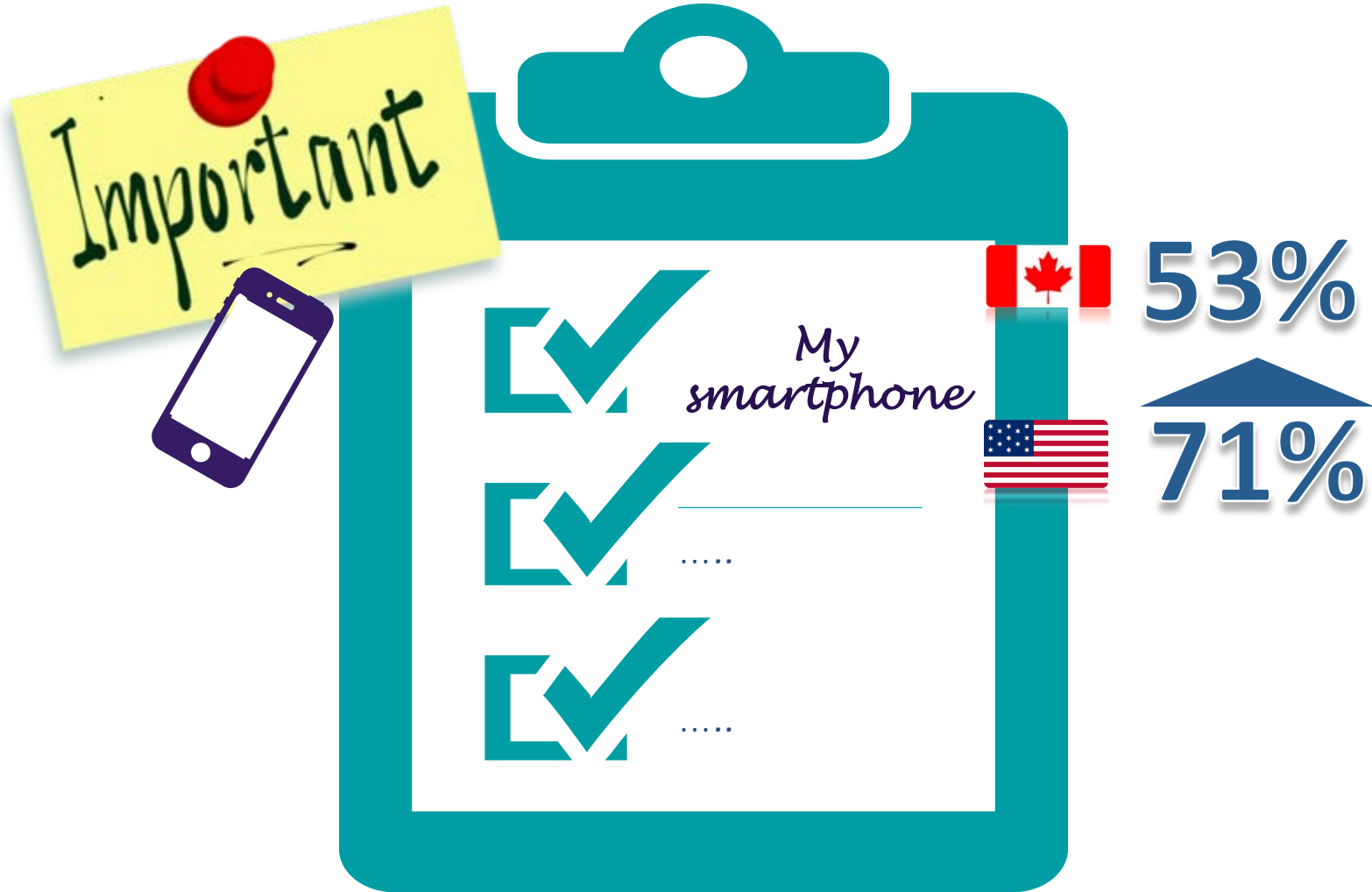
Give up sex or your smart phone ?



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On vacations...I take my smartphone/tablet with me



Q3. To what extent do you consider that your smartphone is an important item to take on holiday?

*I take my smartphone/
tablet with me*

*I leave it at
home*



68%



7%

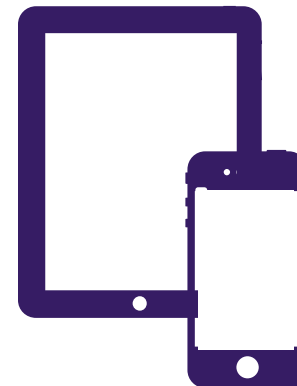


Q2. Which statement best reflects your opinion?

Usage of technology devices during last trip or leisure



44%



61%

Q1. During your last trip or leisure, did you use the following technology devices?

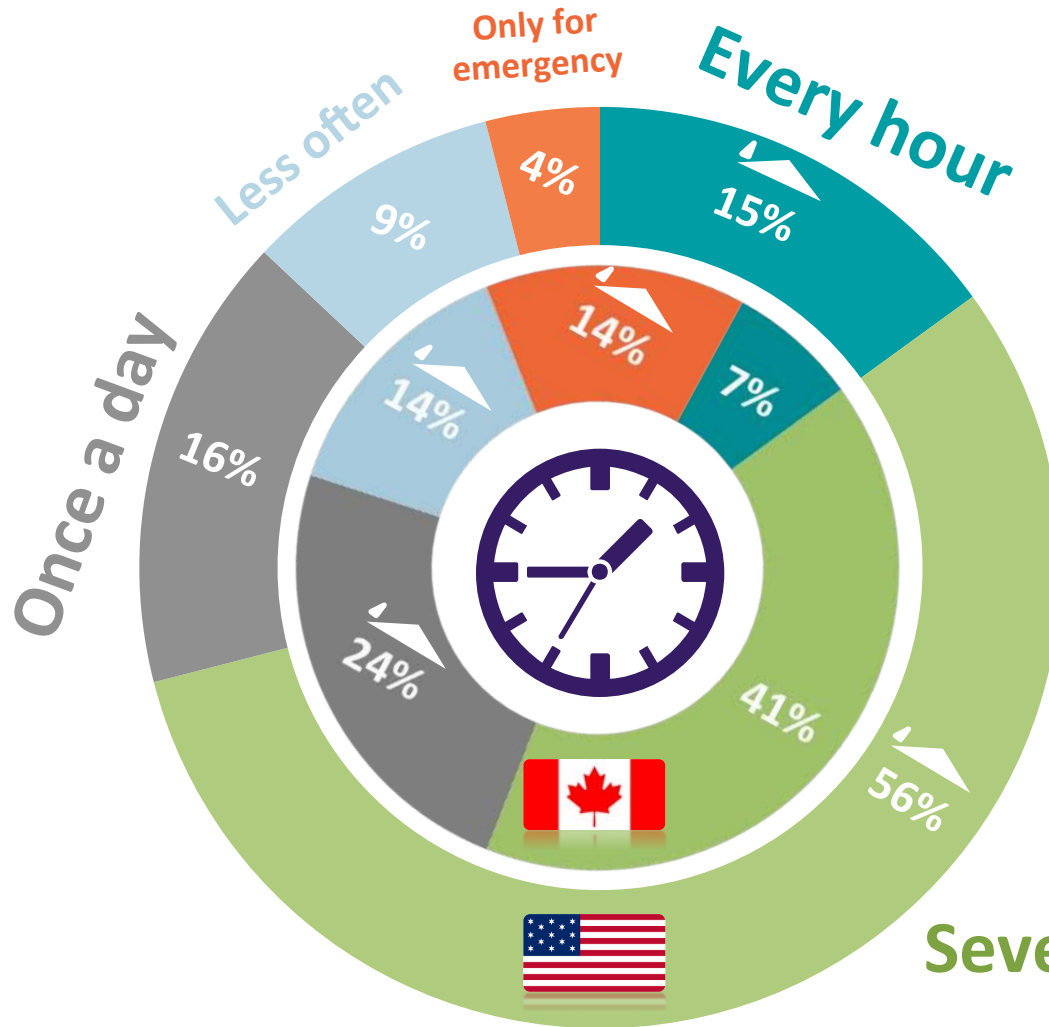
the first step

How Bad Is It?

is admitting you have a problem

quickmeme.com

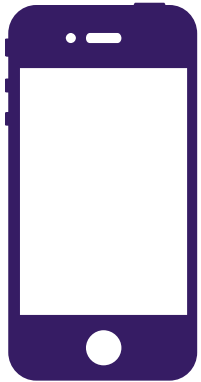
Mobile devices usage while traveling



Several times a day !!

Q4. While traveling, do you use your mobile devices...

Information



Check
destination's
weather



Use GPS
functionalities



Info on
attractions/
activities



Info on
restaurants



Info on
accommodation



52%

51%

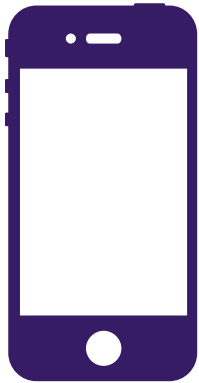
38%

38%

24%

Mobile devices usage while traveling

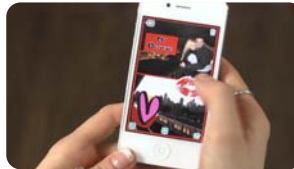
Posting and scanning



**Update
Facebook/
Twitter status**



**Post holiday
photos/
videos online**



**Post
comments/
write reviews**



**Scan
boarding
pass**



**Keep a
travel blog**



35%

29%

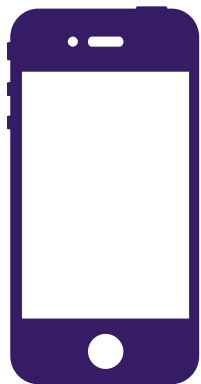
15%

13%

5%

Q6. Do you do the following using your mobile devices while on holiday?

Reservations and purchases



Reserve
hotel



17%

Reserve
attraction/
activity /event



19%

Reserve
restaurant



18%

Buy
transportation
ticket



10%

Reserve
rental car



9%



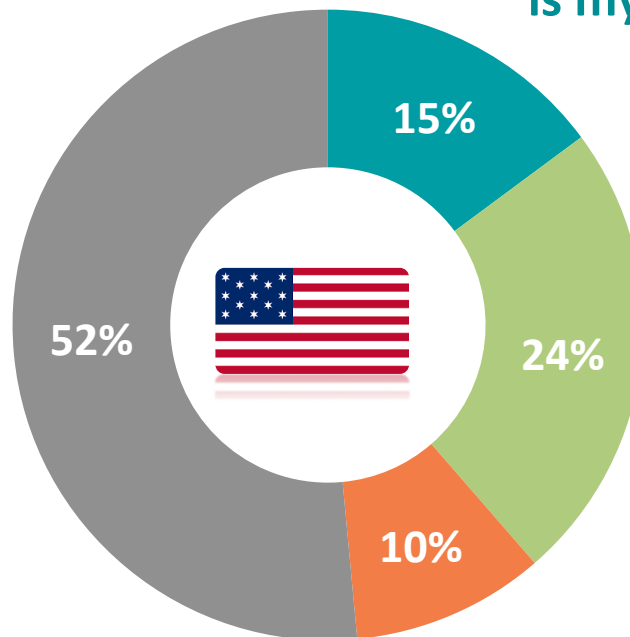
Q6. Do you do the following using your mobile devices while on holiday?

Travel arrangements booking with mobile devices during the trip



Always, my
smartphone/tablet
is my new travel
agent

Never, I plan
all my trips
ahead of time



Sometimes,
when I change
my itinerary
during my trip

Only for
emergency



The connectivity availability (Internet, Wi-Fi access, mobility, online/mobile payments...) really impact my choice/selection of ..



Accommodation



Destination



Transportation



Attractions/Activities



58%

44%

40%

42%

Mobile applications/sites use while on vacations



TOP 3



Weather

68%



Navigation

61%



Social Media

54%

OTHER

Communication (Skype, etc.)

20%

Resorts/hotels

33%

Reservations/shopping portals

26%

Airline company

27%

Currency converter

14%

Travel inspiration

22%

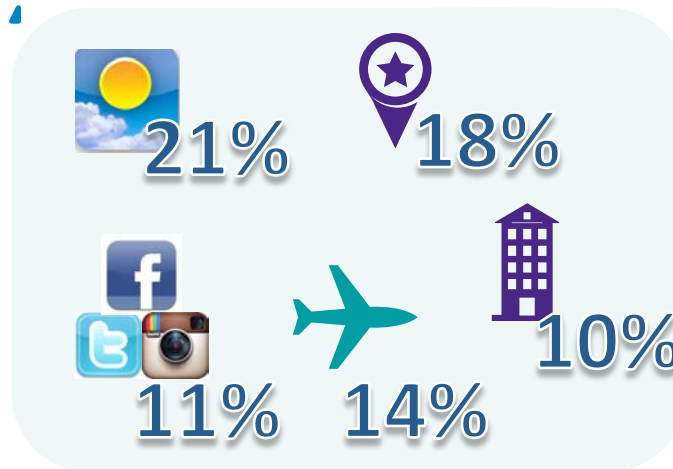
Critic/review (Tripadvisor, etc.)

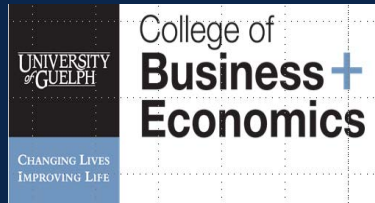
23%

Download of mobile app specifically for the trip



Which ones?





The
MOST
INFLUENTIAL
TOURISM
BRANDS

2014





Nine dimensions DRIVING INFLUENCE



G

16

%
GUIDING
LIGHT

V

15%

VIRTUAL
DREAM

Cz

13

%
COMFORT ZONE

C

12

%
CONNECTED

Bs

12

%
BIG SHOT

O

11

%
OMNIPRESENT

CC

11

%
CORPORATE
CITIZEN

B

7%

BOLD

P

3%

PRESTIGIOUS

Nine dimensions DRIVING INFLUENCE



G

16

GUIDING
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V

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VIRTUAL
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Cz

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B

7%

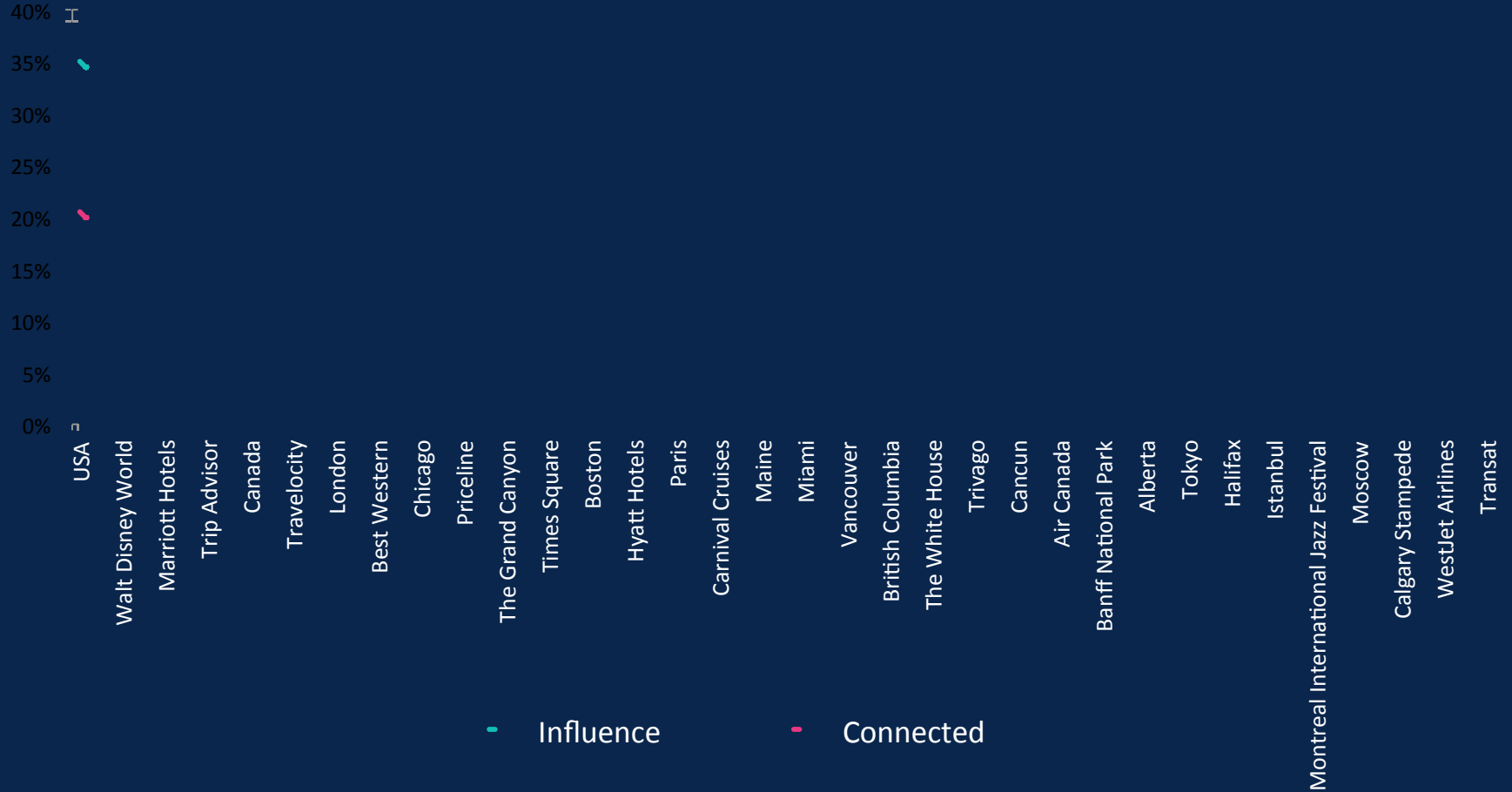
BOLD

P

3%

PRESTIGIOUS

INFLUENCE vs CONNECTIVITY

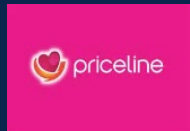


CONNECTED Score



You use the mobile application of this brand on your smartphone

You connect with this brand while traveling (using your smartphone)



What you should remember from this presentation

- ✓ **Connectivity while traveling is an addiction that is only going to get stronger**
- ✓ **It touches almost all aspects of the traveler's journey and we must be the “suppliers” throughout the “trip”.**
- ✓ **For influential Tourism & Travel brands, connectivity is an important driver.**

Thank you!
Questions?